



WXLV-TV
3500 Myer Lee Dr
Winston Salem, NC 27101

Contract # 1351388

Schedule Dates

08/09/12-08/14/12

Advertiser

Americans for Prosperity (22300)

Agency

Mentzer Media Services (1381)

Product

POLITICAL ISSUE (ns) (1187)

Brand

AMERICANS FOR PROSPERITY (305155)

Salesperson

Millennium/Dc, Washington DC (1108)

Sales Office

Millennium Washington DC

Buyer Name

CLYOD, ELISE

Phone/Fax

/

CPE

N/A

Account Types

National/Political Issue Agency BRD

Billing Type

Weekly/Irregular

Comments

AMERICANS FOR PROSPERITY

AMERICANS FOR PROSPERITY

FRAN BROWN

SHARE = 2%

Greensboro (WXLV)

Spots

Rate

By Broadcast Month

6

\$550.00

Aug. 2012

6

\$550.00

Grand Total:

6

\$550.00

Mentzer Media Services
600 Fairmount Ave
Ste 306
Towson, MD 21286

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (1)	08/09/12-08/10/12	1	:30	11:35P- ABC-Nightline	3				X	X			3	\$90.00	\$270.00	Greensboro (WXLV)	NIGHTLINE	8/7/12
2.0	Normal Line / SPOT (2)	08/12/12-08/12/12	1	:30	10:58:40A- ABC-This Week							1		1	\$100.00	\$100.00	Greensboro (WXLV)	THIS WEEK	8/7/12
3.0	Normal Line / SPOT (3)	08/13/12-08/14/12	1	:30	11:35P- ABC-Nightline	1	1	1						2	\$90.00	\$180.00	Greensboro (WXLV)	NIGHTLINE	8/7/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

Madeleine Bunn 8/10/12

Rep Order# 9784636 Ver# 1 Status New

Traffic Order#

351388

Showing Buylines: All Lines

Printed: 08/07/2012 10:07 AM
Last Received: 08/07/2012 9:49 AM

1 of 2

COPIED
8/7

Station WXLV-TV GREENSBORO/W.SALEM
Advertiser () POLITICAL/ISSUE GROU
Product AMERICANS FOR PROSPE
Estimate#
Buyer ELISE CLYOD
Phone#
Fax#

Agency () MENTZER MEDIA SERVICES
600 FAIRMOUNT AVE, SUITE 306
TOWSON, MD 21286
Agency C/P1/P2/E
Flight Dates 08/08/2012 - 08/14/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () FRAN BROWN
Salesperson Phone# 215-563-5400
Salesperson FAX# 215-563-2974

--- CONTRACT COMMENT ---

AMERICANS FOR PROSPERITY *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Day	Dates	Time	Program	Len	Rate	Spots/Week	# of Weeks	Total Spots	Total Cost
1	W-F,M	08/08-08/13	1135P-1202A	NIGHTLINE	.30	\$90.00	3	1	3	\$270.00
2	SU	08/12-08/12	11A-12P	THIS WEEK	.30	\$100.00	1	1	1	\$100.00
3	M-TU	08/13-08/14	1135P-1202A	NIGHTLINE	.30	\$90.00	2	1	2	\$180.00

---REPORT TOTALS---

Report Totals. 6 / \$550.00

---SALES MONTHLY TOTALS---

Aug 12. 6 / \$550.00
Sales Totals. 6 / \$550.00
Station Totals. 6 / \$550.00
Lines not sent/rcld/rtrn. 0 / \$0.00

---COMPETITIVE---

Market Totals \$27,500

CABL 0% WKFX 0% WCMG 0% WPMY 20%
WGHP 18% WMTV 0% WUPN 0% WXLV 2%

Books null
Demos RA35+

9/6/15
467.50 / Gross

Rep Order# 9784636 Ver# 1 Status New
EC'd Yes

Traffic Order#

Printed: 08/07/2012 10:07 AM
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Showing Buylines: All Lines

2 of 2

Station WXLV-TV GREENSBORO/W.SALEM
Advertiser () POLITICAL ISSUE GROU
Product AMERICANS FOR PROSPE
Estimate#
Buyer ELISE CLYOD
Phone#
Fax#

Agency () MENTZER MEDIA SERVICES
600 FAIRMOUNT AVE, SUITE 306
TOWSON, MD 21286
Agency C/P1/P2/E
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AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: WXLV	Date: 8/6/12
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I, Lauren A. Schumacher
do hereby request station time concerning the following issue:

Americans for Prosperity

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
VARIES		8/8 - 8/14			

Total Charges: \$ 550 GROSS

This broadcast time will be used by: Americans for Prosperity

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"	
<input type="checkbox"/> Yes	<input type="checkbox"/> No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Americans for Prosperity

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☒ a corporation; ☐ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

1/17/2012 John Flynn 703-224-3200
Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☒ Accepted ☐ Accepted in Part ☐ Rejected

Matthew Bower Matthew Bower GS
Signature Printed Name Title